

Email Marketing Elevating Multichannel Success

By Beata Linz

Masters of Email Marketing | Webinar by Smaily

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Your Copilot



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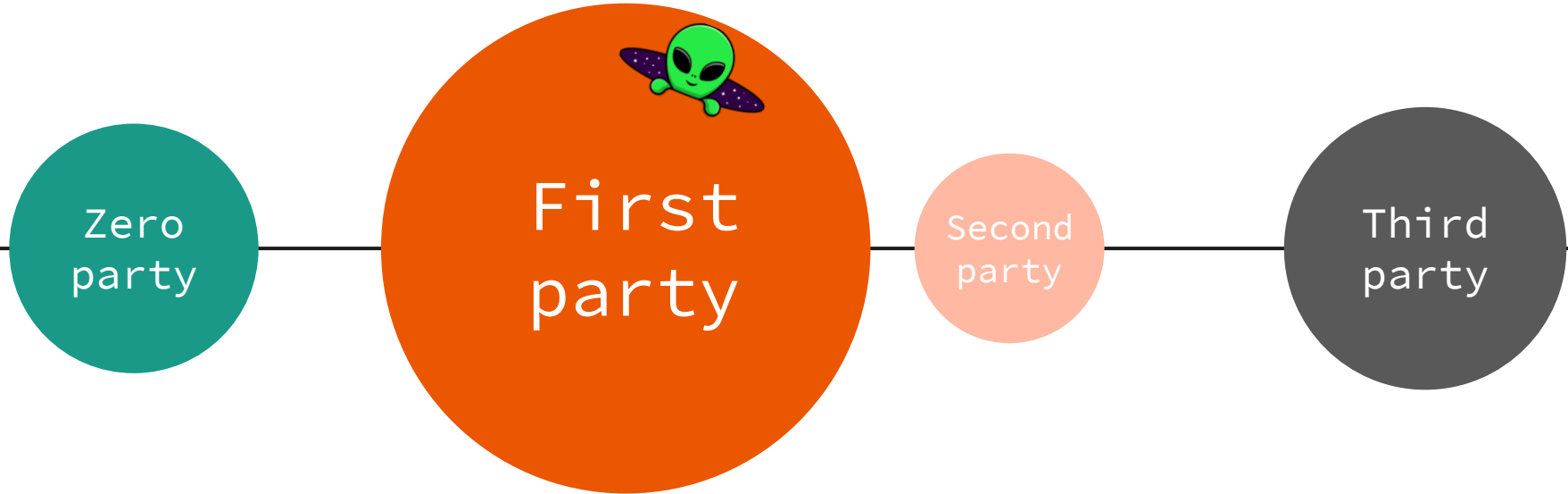
BEATA LINZ
BRAND | DIGITAL | EMAIL
MARKETING

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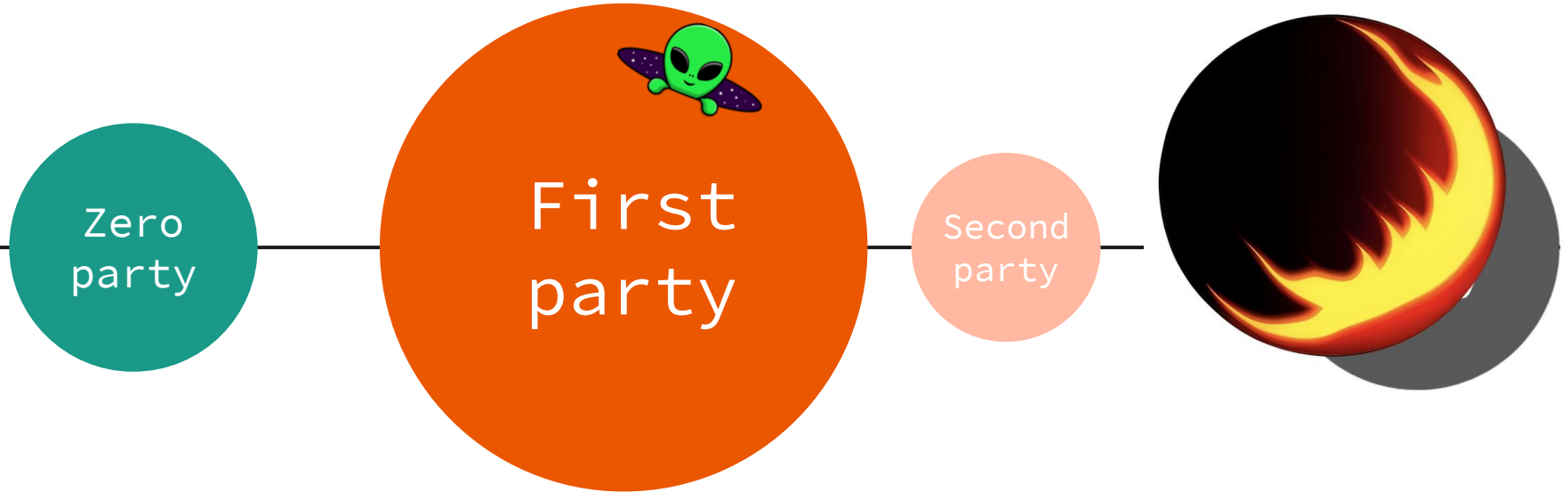
ADBIRDS

A long time ago in a galaxy far,
far away....

Worlds as we know them



Worlds as we know them



83% of consumers are willing to share their data in exchange for a more personalised experience.

Our Hero in Town





Meet

Email Marketing

The cookie-free marketing channel
which can help elevate
multichannel efforts

Email Superpowers





ISMO's multichannel experience

1. ISMO saw the membership benefit
2. Gave consent to opt in
3. Received Welcome email
4. Engaged with the Welcome email
5. Returning customer later



Superpower #1 Capturing Zero & First Party Data





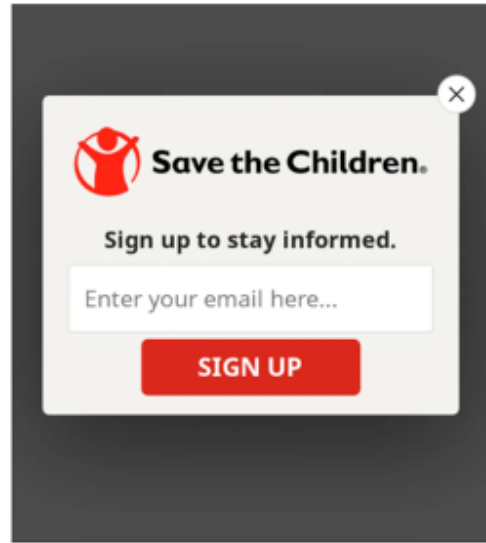
What if You
Just Ask
Your Audience
What
They Want?

Superpower #1 Capturing Zero & First Party Data

Leverage all available tools for Email opt-in

- Above the fold
- Sticky bar
- Exit popup
- Checkout
- Yes/No question
- AB test

C: Control

The control version of the email opt-in form is a light gray box with a red 'X' in the top right corner. It features the 'Save the Children' logo (a red silhouette of a person with arms raised) and the text 'Save the Children.' Below this is the text 'Sign up to stay informed.' followed by a text input field with the placeholder 'Enter your email here...'. At the bottom is a red button with the text 'SIGN UP' in white capital letters.

T1: Yes/No Micro Ask

The T1: Yes/No Micro Ask version of the email opt-in form is a light gray box with a red 'X' in the top right corner. It features the 'Save the Children' logo (a red silhouette of a person with arms raised) and the text 'Save the Children.' Below this is the text 'Would you like to stay informed?' followed by two buttons: a red button with the text 'YES' in white capital letters and a gray button with the text 'NO' in white capital letters.

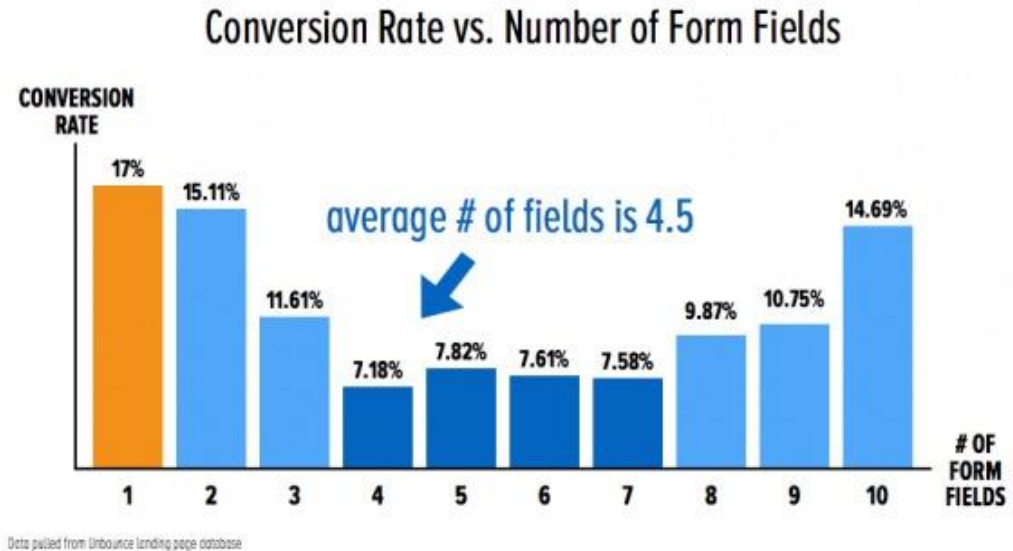
+35% more optins

Source: Nextafter

Superpower #1 Capturing Zero & First Party Data

Ask exactly the amount of data you need an in balance with your value proposition

- Fewer fields = higher volume of leads.
- More fields = higher quality leads.
- AB Test



Superpower #1 Capturing Zero & First Party Data

Provide the right benefit and value exchange for your leads

- Dependent on your business, offer the right incentive to attract subscribers
- Make sure to monitor “one and done” customers and encourage for longer engagement with your automations and cross-channel efforts
- Membership programs can provide the highest and longest engagement
- AB test



Form with a discount = 5.9% optin rate

Form without a discount = 3.8% optin rate

Superpower #1 Capturing Zero & First Party Data



Enrich your data

- Use progressive profiling techniques to hear from your subscriber's first hand
- Preference center can be made more fun!
- Capture and analyse your subscribers actions and interests beyond the open
- Gamification can drive the highest engagement and data enrichment

Superpower #1 Capturing Zero & First Party Data

Enrich your data

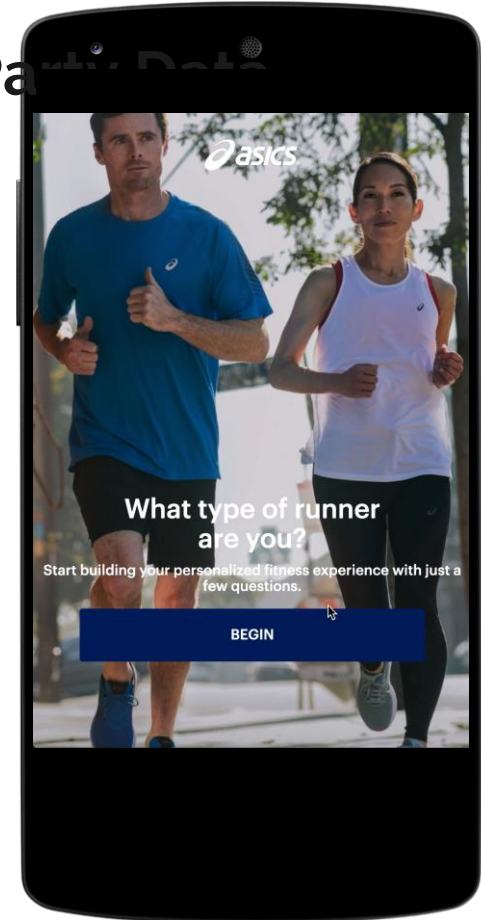
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Powered by jebbit

Runner Personality Quiz - Asics

90% Completion rate
71% Redirect rate
103s of engagement
22 of data attributes



Email Superpowers:



First & Zero Party
Data



Legal contract with
Subscriber

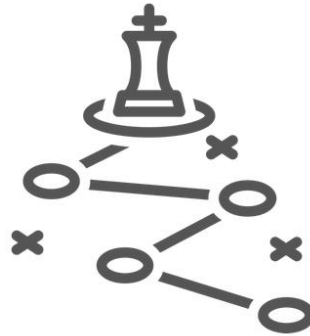


Supporting tools:
E.g. Website, CRM,
ESP, Analytics

Email Superpowers:



Audience
Segmentation,
Targeting,
Personalization



Strategic mindset



Test and learn
methodology

Here We Are



Bringing Zero and First Party Data and all Superpowers

Team up with Other Channels



Need to remove the siloes

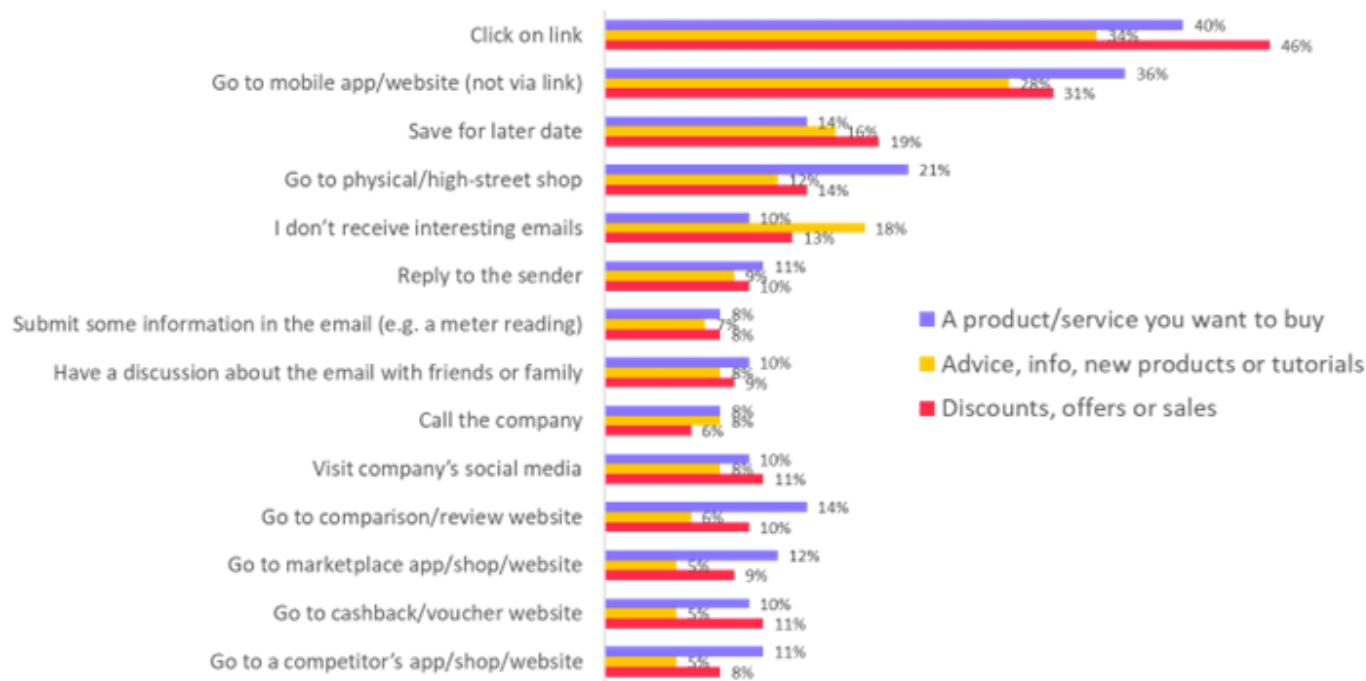
Study respondents from the US, UK, Germany, and France reported they engage on at least 11 different touchpoints before they shop.

Users move from Multichannel to Omnichannel

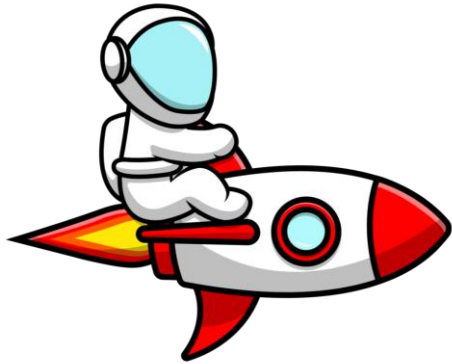


40% of U.S. consumers begin on a **retail site** and make their final purchase in **store**

What does the User (Subscriber) do after opening an Email?



Removing the Channel Siloes



Audience-centric Targeting



Seamless
Multi → Omnichannel
Experience



Dependencies and
Challenges

#1 Audience-Centric Targeting

1) Understand your audience and their interest

- Analyse your data available including zero and first party data
- Quantitative and qualitative research
- Listen to them via your main contact holders i.e. customer service, sales
- Get their input via surveys

2) Create persona profiles



Lo Bosworth
Sponsored · 🌐

My favorite days of the week are HelloFresh days! Everything I need - from the ingredients to the recipe - show up at my house and in a matter of minutes a great meal is on the table. Sign up and get \$80 off!



WWW.HELLOFRESH.COM

Get \$80 OFF

Get Offer

👍❤️👏 135

3 Comments 1 Share

👍 Like

💬 Comment

➦ Share

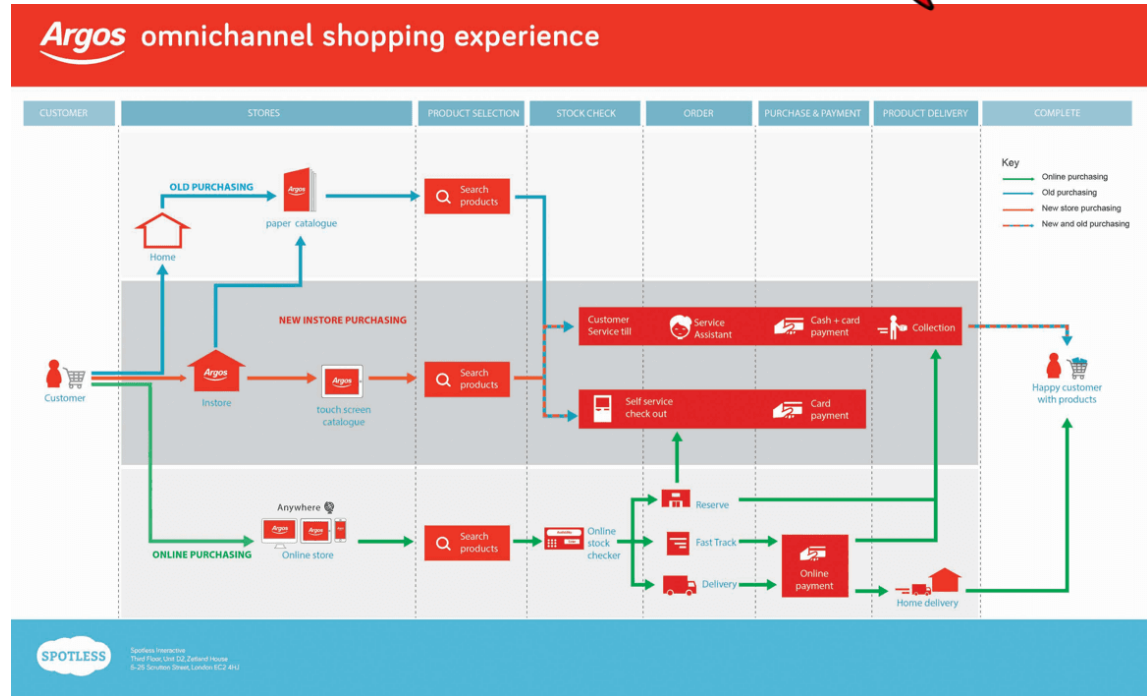
#1 Audience-Centric Targeting



After you understood your audience and created your personas

Map out the customer journey including all possible touchpoints, types of channels, messaging

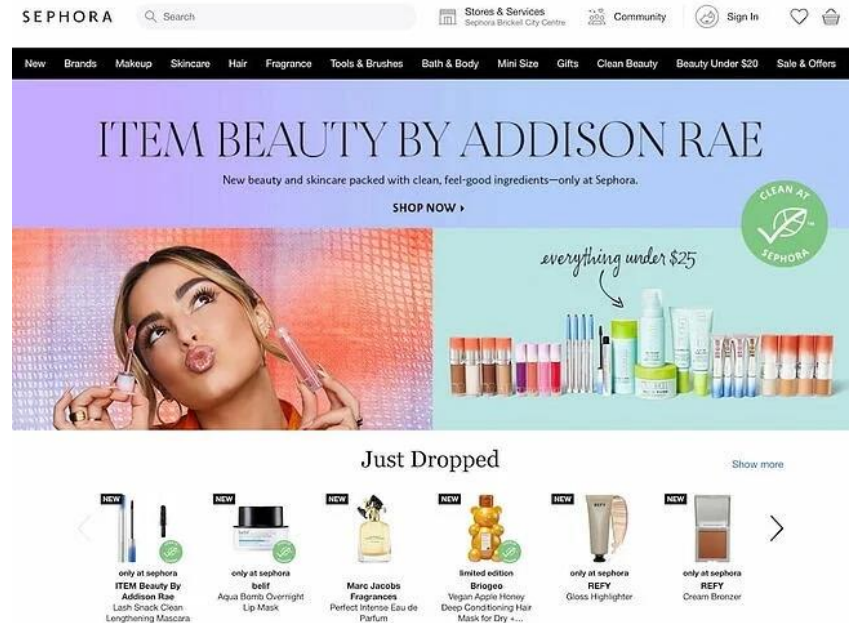
Are there any misalignments?



#2 Seamless Multi → Omnichannel Experience

Make sure your experience across all channels are holistic and seamless, which will then

- Boost brand awareness
- Increase customer engagement and lifetime value



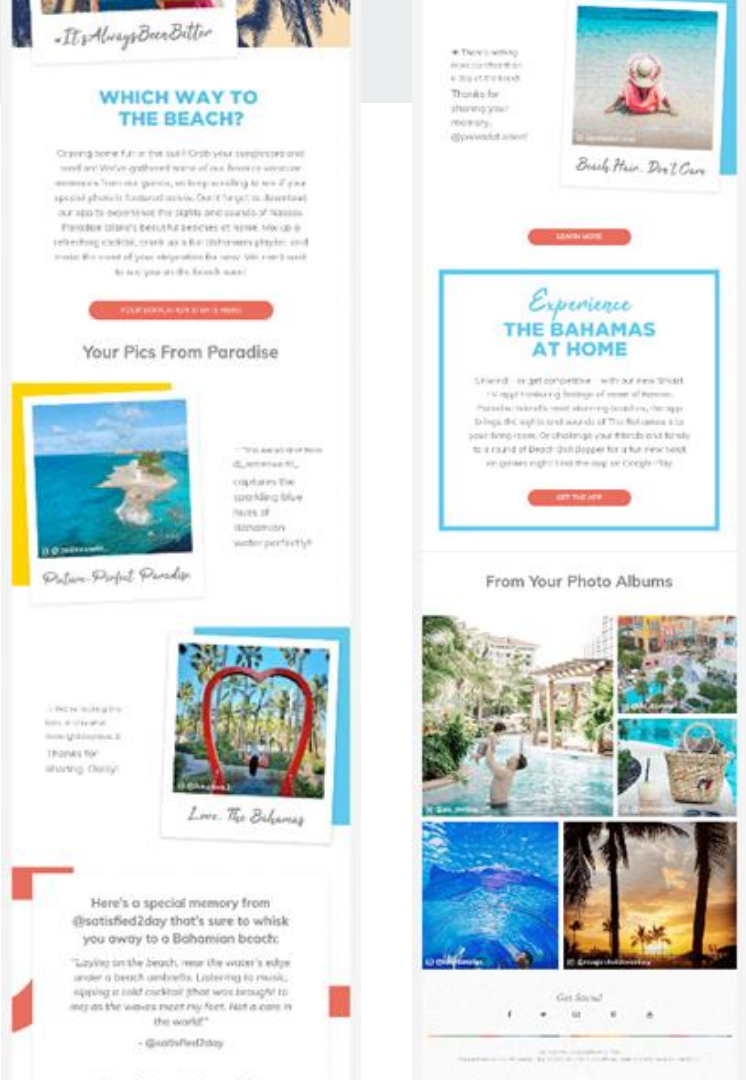
Sephora Bag Account In-Store and Online

Virtual try on, wishlist, purchase

Content Between Channels

Example of Email x Social Media

CTAs crossing channels
User Generated Content (UGC)
Email signup options in Social,
and more



CRM Ads

Take Advantage of Zero/First Party Data

Use your valuable CRM list to enrich the existing data and remarket/retarget via paid ads

Beware of efficiency vs. granularity:
The more granular the CRM audience, the lower the match rate



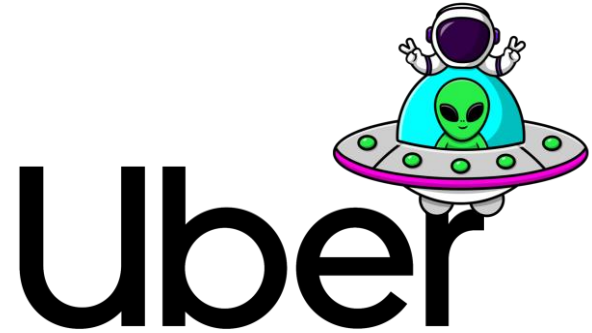
#3 Challenges and Dependencies

The Attribution Dilemma

How do you measure success for each channel?

If the answer is last touch attribution, and only based on revenue, your teams will most probably compete against each other for each cent.

Uber's Multi-touch attribution or digital tracking or Hellofresh' Marketing Mix Modeling could be a way to look at attributing success more fairly.



“When a user sees a social network ad, then searches ‘Uber’ on the web, clicks a search ad, and later signs up with Uber, it’s not fair to give all the credit to the search ad.

Multi-touch attribution ... involves looking at the impression level data, analyzing the complete user conversion journey, and then attributing the right weight of credit for each conversion to multiple channels.”

#3 Challenges and Dependencies

Siloed Data and Insights, Disconnected Platforms

Options to work with an

- 1) Ecosystem of tech platforms
- 2) Single tech platform

ESPs and CDPs are getting closer in their functionalities



#3 Challenges and Dependencies

Team and OKR Alignment

- Alignment starts at the leadership level
- (Digital) Marketing teams need to work closely with each other, with Sales and other areas in sync to enable connected platforms, workstreams and ultimately seamless experience
- Set up clear Goals and Objectives and Key Requirements (OKRs) that everyone aligns on (and beyond last touch)
- Continuous journey mapping/updates and optimisations



Key Takeaways



Collect zero and first-party data



Audience-centric targeting



Leverage the data you have across your ecosystem



Use your tools and superpowers



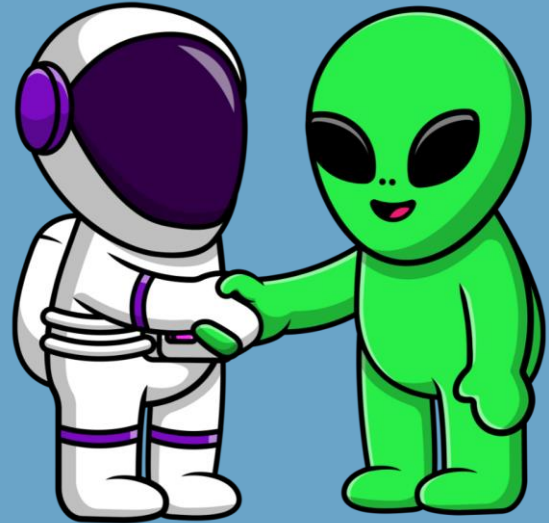
Create seamlessly experiences



Work to remove siloes

Email can elevate
success for all channels
and reach
multi→omnichannel
excellence

#WeAreInThisTogether





Thank you!

Questions?

Let's connect!



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x

ADBIRDS